

## Message

**From:** Sanchez, Yolanda [Sanchez.Yolanda@epa.gov]  
**Sent:** 8/26/2021 5:42:27 PM  
**To:** Robinson, Derek J CIV USN NAVFAC SW SAN CA (USA) [derek.j.robinson1.civ@us.navy.mil]; Koenig, Kellie/SDO [Kellie.Koenig@jacobs.com]  
**CC:** juanita.bacey@dtsc.ca.gov; Praskins, Wayne [Praskins.Wayne@epa.gov]  
**Subject:** FW: HPNS Marketing  
**Attachments:** DraftVirtualRoom\_Agency\_review\_Sept2021\_ys.pdf

### Outreach to advertise

Thank you for the update on the overall strategy.

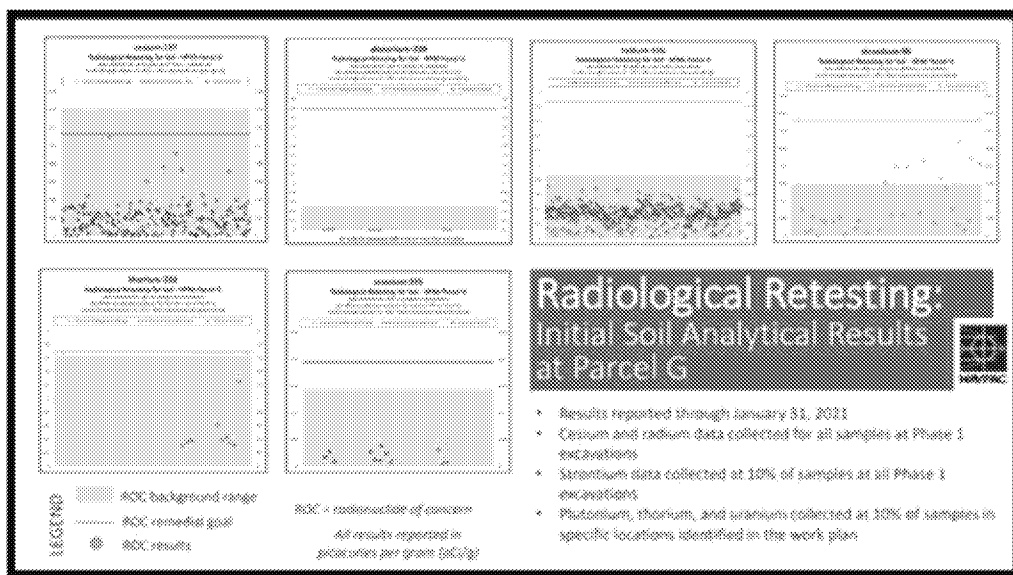
What's missing in the list is an announcement on the Navy's webpage (landing page and timely topic) and whether this was included in the latest Progress Update. The event is less than 2.5 weeks away, and I haven't seen an email announcement nor is this listed as an upcoming community event on the Navy's website. When will the website be updated and the initial email go out? These two things are critical.

### Updated Slides

Please change the language referencing EPA's factsheet, as noted on the attached comments.

The slide on new rad data needs to clearly provide the dates of sampling results that are included in the slide (i.e., not in tiny font). It would be best to be more consistent with previous presentations, such as the format in the May 2021 HPS CAC meeting (screen shot below) with the useful information at the right corner. Also, please clarify the significance of this February date to EPA/DTSC. We look forward to the Navy being able to provide the public with more updated data in the near future and would like to schedule a meeting after this event to discuss.

(Suggested edits to slide below: It's unclear why the Navy is using "Initial" on the slide title. I recommend the title to be: "Radiological Retesting: Soil Sampling Results at Parcel G Phase 1 Excavations" Then, you can cut "at Phase 1 excavations" from the two bullets.)



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**From:** Koenig, Kellie/SDO <Kellie.Koenig@jacobs.com>  
**Sent:** Wednesday, August 25, 2021 12:00 PM  
**To:** juanita.bacey@dtsc.ca.gov  
**Cc:** Sanchez, Yolanda <Sanchez.Yolanda@epa.gov>; Robinson, Derek J CIV USN NAVFAC SW SAN CA (USA) <derek.j.robinson1.civ@us.navy.mil>  
**Subject:** FW: HPNS Marketing

Hi Nina,

I meant to include you on the message below. Not much of the information has changed since March. Attached are 3 slides:

- 1 – new reference to EPA fact sheet
- 2 – updated fieldwork schedule
- 3 – new rad data (through Feb 17)

Please let us know if you have any comments by August 31. Thank you!

Kellie

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**From:** Koenig, Kellie/SDO  
**Sent:** Tuesday, August 24, 2021 2:13 PM  
**To:** Sanchez, Yolanda <Sanchez.Yolanda@epa.gov>  
**Cc:** Robinson, Derek J CIV USN NAVFAC SW SAN CA (USA) <derek.j.robinson1.civ@us.navy.mil>; Henderson, Kim/SDO <Kimberly.Henderson@jacobs.com>; Solaun, Leticia/GNV <Leticia.Solaun@jacobs.com>; Elizabeth Basinet <elizabeth@barrettresourcegroup.com>  
**Subject:** HPNS Marketing

Hi Yolanda,

Derek asked me to send you information about the upcoming virtual open house.

Updated Slides

Attached are the draft slides we have updated since the March open house. We look forward to EPA input; please provide any suggestions by August 31.

Outreach to advertise

Event marketing will be similar to the March 2021 virtual community room (to include QR codes on outreach materials for easy access to virtual space):

1. Ad in SF Examiner (Sunday edition) – 255,000 print circulation; also available to subscribers with online access
2. Flyer mailed to local community organizations (US Mail and/or email, includes posting on SF Shipyard FB page)
3. Flyer to Navy tenants
4. Postcard mailed to more than 15,000 addresses near HPNS.
5. Newsletter (email) announcements distributed to more than 1,100 addresses announcing the virtual community room (upcoming, opening, during, last day)
6. Public posting on Eventbrite San Francisco (event posted as "public" with direct link to URL; no registration required; no tracking enabled)

Please let us know if you have any questions.

Thanks,  
Kellie

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